

ABSTRACT OF THE DISCLOSURE

A system and method are provided for delivering broadcast-quality video with targeted advertising to viewers over the switched communication network, thereby providing a viable alternative to traditional cable, over-the-air, and direct broadcast satellite delivery systems. According to one embodiment, program streams with appropriately inserted splice points are transmitted from a network head end node to one or more egress nodes via a switched network. Demographically-targeted advertising is then inserted into the program streams at the egress nodes for subsequent delivery to individual subscribers. More specifically, targeted advertising is inserted in a program stream using a splicing method that employs adaptive synchronization to align splice points in the program and advertising streams that are being spliced together. By appropriately aligning splice points, broadcast-quality video transmission via switched networks is achieved. Because the switched network only carries program streams while advertising is inserted at the edges of the network, programs with demographically-targeted advertising can be delivered to many different subscribers without the need for using the bandwidth of the switched network to carry a unique program and advertising stream for each demographic group from the head end node. In one embodiment, the mechanism for delivery to the viewer's home or corporate office is via existing copper (e.g., twisted pair) or fiber-to-the-home (FTTH) using xDSL or Ethernet access technologies and the like.